

A vibrant tropical forest scene with a variety of green trees, including palm trees, under a clear blue sky. A body of water is visible in the lower-left corner.

Nossa!

# IMPACT REPORT 2025

CULTIVATING RESILIENCE, NURTURING THE FUTURE

# AÇAÍ

## MORE THAN JUST A FRUIT, A SOURCE OF REGENERATIVE FORCE.



The world doesn't need another açai brand. What it needs is a model that proves the economy can finally become an ally of life. At Nossa!, we are deeply convinced that **profit only has meaning if it serves a greater purpose**. We aim to become Europe's leading supplier in terms of quality and sustainability, and this ambition will be embodied in **every decision we make**, from the Amazonian canopy filled with baskets of açai berries to our European distribution centres. We don't just see figures and balance sheets. **We see the faces of the families with whom we are building the future and the forest we are committed to regenerating**. Our mission is rooted in the concept of living well, a deep-seated commitment to **living in harmony with nature** to ensure a superior quality of life and collective well-being for all.

Through our close collaboration with partners such as Embrapa and WWF, we have transformed the bioeconomy from a mere theory into a practical and powerful solution for safeguarding an invaluable biome while empowering communities to adapt to climate change. Our complete control over the supply chain is a result of this commitment. We travel by boat at night along the waters of the Rio Tocantins to ensure we can trace our fruit back to its source. This enables us to deliver fresh fruit to our partners, who can then offer their customers exceptional quality.

Sustainability must form the basis of our performance. We don't just preserve, we actively restore biodiversity by applying forest management models that rebalance ecosystems while ensuring economic dignity through purchase prices that exceed market standards. By choosing Nossa!, our customers are participating in a global movement for resilience and transparency, not just consuming a healthy product.

We are building the infrastructure for sustainable trade, ensuring that every açai berry becomes a catalyst for positive change for future generations and proving that high quality is inseparable from absolute respect for the planet and its inhabitants.

**Nossa Fruits' team**



# ROOTED IN PURPOSE

## THE FOUNDER'S MANIFESTO

What a year it has been! Looking back, I see a journey defined not by time, but by our unwavering commitment to both people and the planet. This document is far more than a mere update on our progress; it is a manifesto for a bold new era. One where profit find its highest calling in the service of purpose

This year, Nossa Fruits stood on the world stage at COP30, carrying the voice of the Amazon. It was more than a platform, it was a profound opportunity to demonstrate that the bioeconomy isn't a theory, but a powerful, practical solution to protect this irreplaceable biome while empowering vulnerable communities to adapt to climate change. Our presence resonated with urgency and hope.

The heartbeat of our growth this year was the deepening of our roots on the ground. Our new partnership with WWF has been transformative, allowing us to welcome Wanderson to the team, fund the organic certification for a cooperative, and significantly ramp up training and activities with our producing families. These aren't just investments, they are acts of solidarity that strengthen the entire ecosystem.

And yes, the numbers speak volumes: a staggering 78% increase in organic volumes and a 100% surge in fair trade volumes. These metrics aren't tokens of market success, they are direct measures of the trust producers place in us and the growing global demand for fruits harvested with respect for the planet and its people.

The path ahead is long, but our conviction is unshakable. Thank you for joining us on this essential journey.

**Damien Binois**  
Founder, Nossa Fruits



DAMIEN

# A YEAR OF STRENGTHENING

## NOSSA!'S SUSTAINABILITY DIVISION



2025 marked the **second year** of Nossa!'s Sustainability Division. After the severe drought of 2024, our producers quickly recovered in 2025, and I was right there with them.

This year, I focused on **consolidating all the lessons learned in 2024** in order to implement actions that are truly rooted in the local realities of the producers, primarily in the Cametá region.

One of my proudest achievements has been showing that **our partnership goes beyond business**. I led numerous **training sessions and shared expertise with communities** to improve production, climate adaptation, and social impact, and I'm grateful that these efforts have been recognized.

In 2025, we also reached concrete milestones: a cooperative earned a new organic certification, we planted many trees in local communities, and we purchased açaí directly from partner producers.

To deepen my understanding of the supply chain, I even navigated the Rio Tocantins at night to deliver freshly harvested açaí the very next morning, **ensuring traceability and giving you even more confidence that your purchases support positive impact in the Amazon**.

This year was also the year of **COP30 in the Amazon**, held in Belém, Pará. I was proud to join açaí producers in discussions on bioeconomy supply chains, showing that offering differentiated markets for forest products encourages traditional populations to keep the forest standing.

Thank you all for your support, and happy reading!

**Solène Guillot**  
CSR Manager, Nossa Fruits



SOLÈNE



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# A LOOK BACK AT THE GOOD THINGS THAT HAPPENED IN 2025



Nossa!

# 2025 IN NUMBERS

OUR IMPACT WAS EXTRAORDINARY!



**201 HECTARES**  
OF REGENERATIVE  
MANAGEMENT

Total rainforest area now protected under EMBRAPA’s low-impact protocols. We don’t just harvest; we safeguard the biome’s integrity.



**300 NATIVE TREES**  
WELL PLANTED

Active reforestation to restore biodiversity and enrich açai plots with diverse species, ensuring a healthy, multi-layered ecosystem.



**2 NEW ORGANIC**  
CERTIFICATIONS

For the first time, two community organizations achieved International Organic Standards, under our guidance.



**+ 78%**  
GROWTH IN ORGANIC  
FARMING VOLUMES

A strong increase reflecting the acceleration of our transition toward more sustainable agricultural practices.



**+ 100%**  
OF FAIR TRADE  
CERTIFIED VOLUMES

A powerful signal of trust from our cooperatives and a growing global demand for transparent and responsible sourcing.



**52 LIVES**  
TOUCHED BY  
KNOWLEDGE

Total participants in our 2025 workshops, covering financial literacy, gender equality, sustainable farming, and workplace safety.



**12 BEEHIVES**  
& 9 TRAINING CYCLES

We introduced native stingless bees (Meliponiculture) to boost açai pollination and yields while providing families with a new source of income.



**1400 TONS OF AÇAÍ**  
EQUIVALENT TO ABOUT  
100,000 BASKETS (LATAS)

Total volume of premium açai purchased directly from our partner cooperatives. A massive injection of fair-trade capital into the local economy.



**56% TEAM TIME**  
DEDICATED TO  
FIELDWORK

A strong CSR on-the-ground commitment that ensures close support to our partners and the effective implementation of sustainable practices.



**42 INVENTORIES**  
CONDUCTED

In-depth field studies providing essential data to guide sustainable management decisions and protect forest ecosystems over time.





# PEOPLE FEELING BETTER

Helping as many people as possible  
eat well and live healthier lives.





# ABOUT NOSSA!

## PROTECTING THE AMAZON IS OUR PRIORITY

« The heart of the Nossa Fruits project is to develop sustainable supply chains for Amazonian fruits. For me, sustainability means both certified organic agroforestry farming and better remuneration for harvesters through fair trade partnerships. This project is all the more relevant because the Amazon is full of little-known ingredients that hold significant gastronomic and nutritional value. Açaí is a perfect example: a small berry already very popular across the Atlantic for its exceptional benefits. We strive to produce the purest and most sustainable açaí that promote eating for both pleasure and well-being. »

Damien Binois, Founder.

Nossa Fruits is a French company on a mission to create impact, both on European tables and in the Amazon. We make high-quality, delicious açaí-based products widely accessible across Europe, while supporting sustainable agroforestry practices in the Amazon. These practices not only preserve biodiversity but also provide vital resources and better livelihoods for local communities.

Our mission is to provide the global food industry with the purest, most sustainable açaí. By supplying responsibly sourced raw materials of unparalleled quality, we empower brands to create healthy products while actively protecting the Amazon rainforest and uplifting the communities that guard it



## OUR VALUES

### SAY WHAT YOU DO, DO WHAT YOU SAY

Transparency is at the heart of our products and our actions. No hidden ingredients, no nutritional nonsense, no greenwashing. We're proud of what we do, and open about what we still need to do to change the world!

### TOGETHER WE GO FURTHER

We work as a team, not only with our colleagues but also with our partners, customers and suppliers. Listening, kindness and mutual support anchor our projects in the long term and allow us to be more ambitious in our goals

### AIM HIGH

We set high standards and strive for excellence. Our expertise in the açaí sector enables us to offer the best products on the market in terms of taste, nutrition, and social and environmental impact.



### FROM TREE TO PEOPLE

Everything we do is aimed at protecting nature and human life. Nature, by preserving the Amazon's rich ecosystem and helping to limit global warming. Human life, by improving the quality of life for the foragers and the health of consumers.

### AS COOL AS A BRAZILIAN BEACH

We're passionate, down-to-earth, we don't overthink things, we have fun, in short, we spread Brazilian joy! Life's too short not to have fun at work!

### ADD SOME TOPPINGS TO YOUR LIFE

We thrive on the unknown; we believe that open-mindedness and curiosity enrich life and fuel creativity.

### ACT TODAY FOR TOMORROW

We aim to change the world. We are visionaries; we sincerely believe that by taking action on food production and consumption, we can preserve nature and health.



# ONE TEAM, ONE COMMUNITY

## OUR INTERNATIONAL SUPER TEAM

The success of Nossa! is built on a unique organisational structure designed to bridge the gap between the Amazon rainforest and the demands of the European market. This duality is our strength, enabling us to guarantee complete control over every stage of the process, from harvesting the fruit to final distribution. This ensures an unrivalled commitment to quality and sustainability in the sector.

### NOSSA! EUROPE: DRIVING THE BIOECONOMY

Based in France and Spain, the Nossa! Europe team is driving the growth of açai across the European market. The organisation is structured around complementary areas of expertise under the leadership of our founder. Our marketing team acts as the voice of our efforts, transforming our environmental commitments into inspiring stories for business-to-business (B2B) clients and consumers. Meanwhile, our sales and logistics teams work together to build lasting partnerships with our clients while ensuring precise sales management and supply chain operations. It is here, at the heart of Europe, that we generate economic value for the preservation of the Amazon.

### NOSSA! DO BRASIL: LOCAL & ON-THE-GROUND EXPERTISE

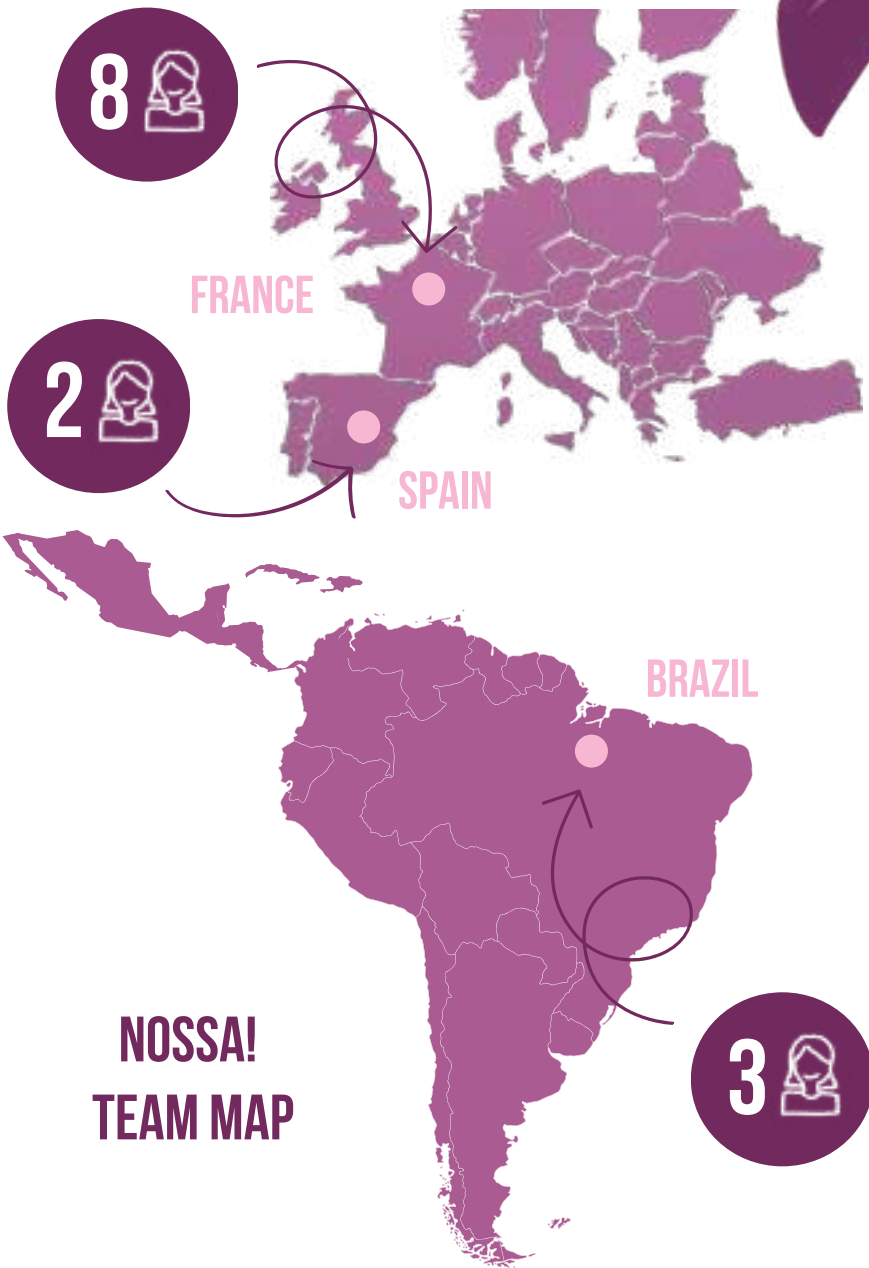
By working closely with communities in the Amazon, we have increased our presence in order to address the challenges posed by a rapidly evolving sector. By 2025, our Brazilian team had grown from one to three people to support our ambition for sustainable growth. Our strategic hub in Brazil is now divided into two complementary units, ensuring complete control over impact and quality.

The Sustainability Division provides day-to-day support to producers, helping them to achieve organic certification. Our experts provide ongoing technical support to ensure sustainable forest management and help families diversify their income streams, adapting to climate change with a focus on resilience.

Meanwhile, our new Industrial Division plays a dual strategic role in ensuring our ability to scale up operations. Firstly, it provides specialist oversight of our external production partners to ensure that the processing of açai pulp complies strictly with our health, social and environmental standards. Secondly, the division is leading the project to build our own processing plant, managing legal compliance, environmental permits, and the installation of future equipment.

This structure guarantees absolute transparency and total safety for the end consumer while paving the way for Nossa!’s future through a commitment to sustainable high performance.

This synergy between European commercial expertise and Brazilian technical rigour makes Nossa! much more than just a supplier: we are a team dedicated to the health of the forest and our customers.



# OUR PRODUCERS

## THE COOPERATIVES OF OUR AÇAÍ SUPPLY CHAIN

Let's go to the heart of the Amazon region, where the açaí is not just a resource, but the centerpiece of an ancestral culture. Unlike the traditional model, where wholesalers buy the fruit without any traceability, Nossa! has chosen to establish a permanent local presence. We don't just come for the harvest; we are there all year round alongside the families to build a supply chain that protects both people and the forest.

### TRANSFORMING THE VALUE CHAIN THROUGH CERTIFICATION

This year, our efforts have focused on the COOPAIJCJ cooperatives and the APREMARMU association. Thanks to the technical support provided by Nossa! and our partner AGROCAMP, these groups have now **achieved organic farming certification**. This certification is a significant milestone as it enables fruit grown under sustainable and socially responsible conditions to be distinguished from conventional production. For producers, it guarantees **access to premium markets**, while for consumers it proves the positive impact of their purchases.

### A MODEL OF A TRANSPARENT SOURCING

In 2025, we purchased 1,400 tons of açaí fruit directly from these community cooperatives, an amount equivalent to 100,000 baskets (latas). Direct purchasing ensures that a fair price is paid to those who protect the forest:



#### A PREMIUM PRICE

We pay between 5% and 10% above the market price to reward certification efforts.



#### THE DEVELOPMENT FUND

For every basket purchased, R\$1 is paid into a community fund. This fund belongs to the producers, who collectively decide how it is invested (renovation of a port, purchase of equipment, etc.).



#### FULL TRACEABILITY

Every basket is tracked from the field to the factory. We even accompany night-time deliveries on the River Tocantins to guarantee freshness and quality.

### COOPERATIVE COOPAIJCJ



Benedito Oliveira  
President



Odair B. D. Souza  
Finance manager



Erica Furtado Costa  
Secretary

### APREMARMU ASSOCIATION



Leonilson D. R. Castro  
President



Valdelia D. R. Castro  
Producer



Darcilene D. S. Lopes  
Secretary

# OUR PARTNERS

## INVESTING IN REGENERATION

To turn our vision into a sustainable reality, Nossa! collaborates with partners who share the same ambition: to establish the bioeconomy as the driving force behind the preservation of the Amazon. We rely on a network of regional experts who are chosen for their in-depth knowledge of the area and proven ability to collaborate with traditional communities.



BEEKEEPING & POLLINATION



FINANCIAL EMPOWERMENT



FINANCIAL & STRATEGIC SUPPORT

### SCIENTIFIC EXCELLENCE

#### EMBRAPA



Embrapa is our primary scientific anchor; their peer-reviewed research on sustainable forestry forms the foundation of all Nossa! programs. At COP30, we partnered to launch two key initiatives: combining beekeeping with açaí production and implementing sustainable forest management. Both focused on mobilizing youth through digital tools, such as mobile forest inventory apps.

### ORGANIC CERTIFICATION

#### LARISSA DE FREITAS CRUZ (AGRO CAMP)

Led by Larissa de Freitas Cruz in Cametá, Agrocamp specializes in preparing producers for organic certification. Their support bridges the gap between field work and compliance, covering everything from administrative registration to individualized technical training on organic standards.



### BEEKEEPING & POLLINATION

#### DORIVAN M. FILHO (AGRO S. & SERVIÇOS)

Stingless beekeeping is a highly specialized field, and Dorivan is our lead expert in Cametá. His work is essential to the local ecosystem, focusing on identifying key pollinator species, hive construction, and colony multiplication. By strengthening bee populations, this partnership directly boosts honey yields and optimizes the pollination of açaí and other native forest fruit trees.

### FINANCIAL EMPOWERMENT

#### AMANDA RAYANA DA SILVA SANTOS

True community resilience is built on a foundation of financial literacy. As a Cametá-based agronomist specializing in collective management, Amanda provides producers with the tools to master their family finances. This strategic oversight is critical to ensuring that the transition to sustainable farming is backed by robust financial health and resilient collective organizations.

### FINANCIAL & STRATEGIC



#### WORLD WIDE FUND FOR NATURE (WWF)

Nossa!'s work benefits from the strategic support of WWF, a key partner that funds our initiatives in agroforestry, sustainable forest management, and meliponiculture. This support goes beyond funding; they share our vision of a bioeconomy that promotes training and the development of cooperatives to empower producers.



# OUR CLIENT ECOSYSTEM

## OUR IMPACT AMBASSADORS

Whether they are retailers, food service professionals or industrial partners, our customers are the final, essential link in our value chain. By choosing Nossa!, they are not only selecting a high-quality ingredient, but are also committing to a policy of absolute transparency.



### FOOD SERVICE PARTNERS

From iconic açai spots and boutique juice bars to premium hospitality groups, our partners are more than clients, they are ambassadors of the Amazon. We provide them with a high-performance, vibrant ingredient that brings the purity and story of the Amazon directly to the consumer's bowl.



### INDUSTRIALS PARTNERS

For large-scale food manufacturers and health-focused innovators, we offer the 'gold standard' of raw materials. We understand that industrial excellence requires a fully traceable, stable, and high-purity ingredient that meets the most rigorous technical standards.



### RETAIL IN ORGANIC STORES

In France's leading organic networks, we connect directly with the end consumer. As the market benchmark for pure, Organic, and Fair For Life açai, our products allow individuals to bring the power of the Amazon into their daily lives.

Every bowl of Nossa! tells a story of transparency, allowing consumers to know exactly where their food comes from and, more importantly, exactly whom it supports.

We regularly invite our partners to see our work in action on the ground, creating a direct link between European consumers and the communities of Cametá. These immersive exchanges build lasting trust, validate the reality of our traceability efforts, and inspire our producers to strive for constant excellence. Together, we are proving that a transparent supply chain is not just a goal, but the foundation of a resilient future for the Amazon.



LANDSCAPE RESILIENCE FUND (SPONSOR)



RFI & IMAGINE5 (PRESS)



PONTHIER (CLIENT)



# GOVERNANCE & ETHICS

At Nossa!, the durability of our impact relies on transparent governance and rigorous risk management. We do not merely react to challenges; we anticipate them to protect the forest, the communities, and the integrity of our mission.

## MASTERING SUPPLY CHAIN RISKS

To ensure the resilience of our operations, we conduct a comprehensive risk mapping exercise annually, covering both our French and Brazilian operations. This vigilance allows us to deploy tailored procedures for our most critical issues:

### Biodiversity Preservation

Preventing soil depletion and biodiversity loss linked to the intensification of açai production.



### Human Rights

Maintaining constant vigilance regarding the respect and dignity of every individual within our supply chain.



### Industrial Impact

Managing risks associated with the construction of our factory to ensure harmonious coexistence with neighboring communities.



## A RESPONSIBLE CORPORATE CULTURE

We have established strict internal procedures to align our daily actions with our core values:



**Ethical Code of Conduct :** This code outlines specific behaviors for working with traditional communities, covering environmental practices, respect for human rights, transparency, confidentiality, and data protection.



**Health and Safety :** A dedicated policy protects all Nossa! employees within their work environment.



**Grievance Mechanism :** An internal and external reporting system allows all stakeholders to voice concerns in the event of a disagreement or incident.

## STAKEHOLDER ENGAGEMENT

The long-term success of our factory depends on the trust of our neighbors. Through our stakeholder engagement plan, we organize specific community actions at the construction site to strengthen local ties and ensure shared safety.



## GENDER EQUALITY: A LEVER FOR DEVELOPMENT

The inclusion of women is at the heart of our development policy. While women participate actively in production in approximately 80% of families, they only manage household finances in 16% of cases. Nossa! is taking concrete action to transform this reality:

### Representation

In 2025, 35% of participants in our activities and 33% of our suppliers within the COOPAIJCJ and APREMARMU cooperatives were women.

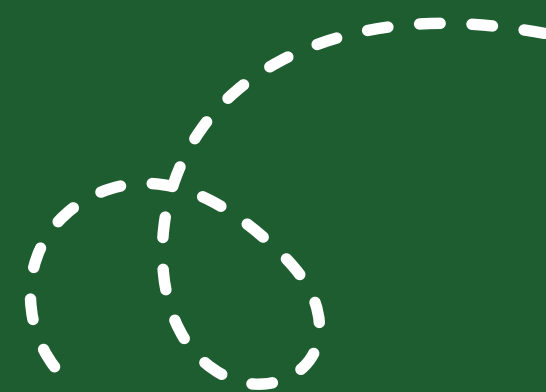
### Supporting Participation

To remove barriers to their involvement, a childcare system (daycare) will now be offered during every activity organized by Nossa!.



# COMMUNITIES THRIVING TOGETHER

Building a fairer, more inclusive world  
with everyone who helps bring our  
products to life.



Nossal

# IMPACT ON COOPERATIVES

## A VALUABLE PARTNERSHIP

At Nossa!, buying fruit is not an end in itself, but the starting point of our deep commitment to the dignity of producers. In 2025, we took a decisive step forward by setting up pilot programmes with the COOPAIJCJ and APREMARMU cooperatives in Cametá.

These initiatives aim to empower producers as ambassadors for the forest while ensuring their income remains stable despite climate uncertainties. The support programs conducted this year with APREMARMU and COOPAIJCJ served as pilots, allowing us to validate:

### FOREST MANAGEMENT TRAINING

through individual pilot plots.



### STUDY TRIPS

to encourage peer-to-peer exchanges and allow producers to see results firsthand, which is key to building conviction.



### BEEKEEPING TRAININGS

for producers, both as a way to diversify income and increase pollination, while raising awareness about the vital need for species diversity within the plots.



"Even before buying the fruit, you were already here with us. You have always been partners. Other companies only talk about price. You talk about price, but you also talk about the future and what we can build together."

**JOSÉ DO SOCORRO**

COOPERATIVE MEMBER COOPAIJCJ

# ORGANIC AGRICULTURE CERTIFICATION

## A standard of excellence and protection

Obtaining organic producer certification is a crucial step that changes the way producers relate to their land and the market. Thanks to technical and financial support from Nossa! and our partner organisation, Agrocamp, two community based organisations obtained this valuable certification for the first time in 2025.

This certification is a powerful differentiating factor, guaranteeing that the açai is produced sustainably with a strong social impact and opening the doors to the most demanding markets. Certification requires strict standards to directly protect both the ecosystem and family health.



### These standards are based on a number of key principles



#### Prohibition of pesticides and chemical fertilisers:

Zero use of synthetic inputs is ensured.



#### Protection of riparian buffers:

Mandatory maintenance of natural vegetation along riverbanks.



#### Biodiversity maintenance:

The obligation to preserve a diversity of species within the açai production plots.



#### Ban on on-site sawmills:

These are identified as a high-risk factor for deforestation.



#### Contamination control:

Verification of transport methods and storage areas to prevent contact with pollutants such as fuel and domestic animal waste.



#### Farm-to-factory traceability:

Each producer receives a delivery receipt detailing the date, quantity and variety of fruit delivered.



#### Separation of goods:

Strict prohibition of mixing certified and non-certified fruit.



#### Labour standards:

Monitoring and prohibition of child labour.



#### Wildlife protection:

Prohibition of keeping wild animals in captivity, such as monkeys, parrots, turtles and snakes.



#### Waste management:

Systematic collection of plastic waste from households.





## FAIR PAY

### For a commitment to excellence

At Nossa!, we believe that sustainability is only real if it is economically viable for the families who protect the forest. Our 'Premium Price' policy is a cornerstone of this vision: by paying 5% to 10% above market rates, we transform a simple commercial transaction into a powerful incentive for excellence.

This additional margin is more than a bonus; it is the fair recognition of the rigorous efforts required to maintain Organic and Fair Trade standards. It provides the financial stability producers need to refuse intensive monoculture and remain the guardians of Amazonian biodiversity in the long term.



## 2025 Sourcing & Impact

Between November 2025 and January 2026, our impact took a massive leap forward. We purchased 211 tonnes of açaí (15,110 baskets, 14kg each), injecting direct capital into the local economy through three strategic cooperative partnerships:

### The sourcing cluster :

Our primary partner, sourcing 55% of our total volume and the main beneficiary of our 2025 support programs.

**1**  
**55%**  
**COOPAIJCJ**  
(Cametá)

**2**  
**28%**  
**CART**  
(Cametá)

With 30 years of expertise, this highly structured organization provides 28% of our volume through 63 dedicated organic-certified producers.

**3**  
**17%**  
**COOPAMAT**  
(Abaetetuba)

A vital link in our expansion, delivering 2,572 baskets and diversifying our resilient supply chain

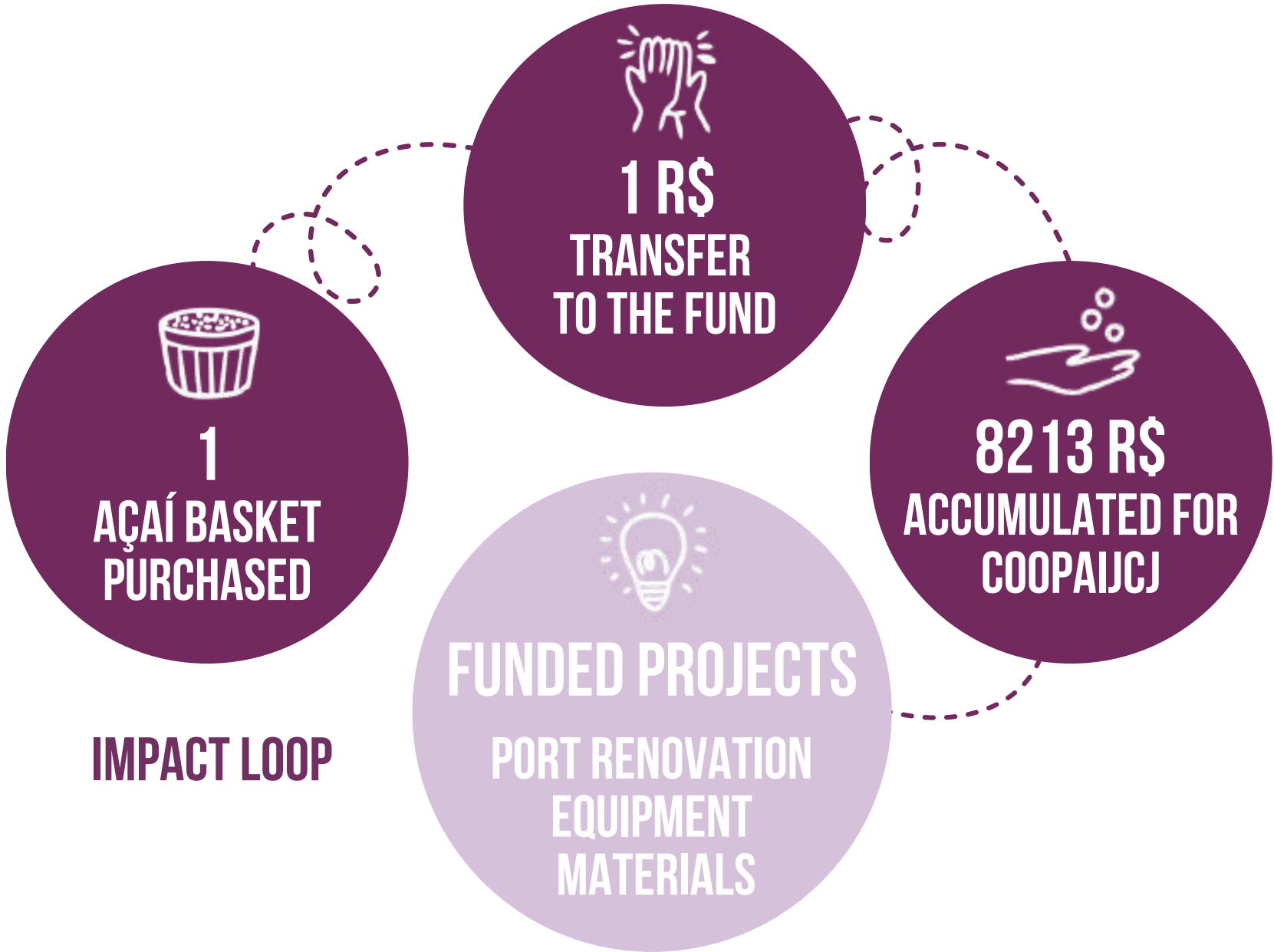
**THE COMMUNITY DEVELOPMENT FUND**  
Investing for the common good

Because real impact must benefit the entire community, Nossa has established the Community Development Fund. For every fruit basket purchased directly from a partner cooperative, we donate 1 R\$ to this fund. This year alone, the purchase of 8,213 baskets from COOPAIJCJ generated 8,213 R\$ for the cooperative. These funds are strictly reserved for collective projects chosen by the members, ensuring that the benefits reach the whole community rather than individuals.

By investing in projects decided collectively, the fund strengthens local ownership, fosters solidarity, and ensures that every contribution translates into tangible benefits for the community. It is a concrete way to turn each basket sold into a lasting positive impact.

The fund supports initiatives that improve living and production conditions, including:

- Renovation of delivery bays to streamline operations
- Purchase of new harvesting and processing equipment
- Infrastructure improvements that enhance safety and efficiency
- Training programs for cooperative members to boost skills and productivity



**FINANCIAL STRUCTURING**  
and Resilience

Our support goes beyond the purchase. During the harvest, Nossa! helps cooperatives to keep track of their fixed and variable costs, such as boat hire, fuel and labour. Our goal is to optimise workflows, reduce expenditure, and maximise the profits redistributed to each farmer at the end of the season. This professionalisation is vital in providing a robust and motivating alternative to the traditional wholesaler system.

**Account separation :**

**Wallet  
for Family**

Money for daily life, education and the home.



VS

**Wallet  
for Production**

Reinvest income for the growth of açai production.



**HOUSEHOLD FINANCIAL MANAGEMENT**  
for long-term farm stability

These training sessions teach the core principles of income management, such as tracking expenses related to açai production and separating them from household spending.

This approach enables families to save money by reducing unnecessary costs and allows for more strategic investment in the maintenance of their production plots.



LEARNING SESSION OF FINANCIAL MANAGEMENT



"Nossa!'s great differentiator is its focus on the inner workings of the cooperative and the community. It is not just a commercial relationship. The company provides training and courses that go beyond the production chain—such as the financial management course, which is fundamental for both the board of directors and the producers themselves."

**ODAIR BARRA DE SOUZA**  
COOPERATIVE MEMBER COOPAIJCJ

# HEALTH AND SAFETY

## PPE Kits

Physical safety is also important for dignity in the workplace. We have distributed 51 complete personal protective equipment (PPE) kits.

These kits protect producers against risks in the field, such as snake bites and sharp tools, and prevent the fruit from coming into contact with the ground, thereby ensuring its hygiene. Each kit includes:



Safety goggles and harvesting gloves



Closed-toe work boots and reinforced protective gaiters



Protective tarpaulins for the ground during harvesting



Specific professional overalls have also been provided for bee-keeping projects

## COOPERATIVE COOPAIJCJ



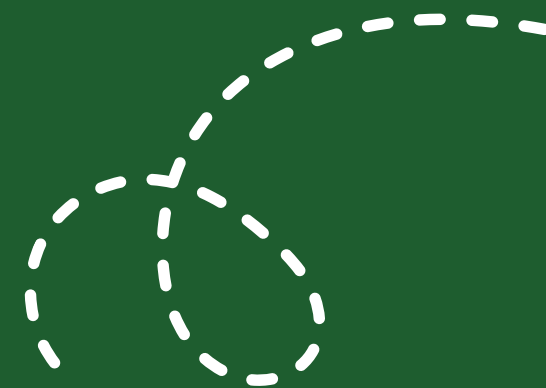
## APREMARMU ASSOCIATION





# A PLANET FEELING BETTER

Taking action today to slow climate change and protect our future.



Nossa!

# IMPACT ON THE AMAZON & THE PLANET

## BIODIVERSITY AS A DRIVING FORCE

### CULTIVATING RESILIENCE

The historic drought of 2024 was a wake-up call for the entire açaí industry. For the people of Cametá, climate change is not an abstract concept, but an everyday reality that directly impacts their way of life. At Nossa!, we measure our social impact by our ability to help these families adapt.

By promoting agroforestry and biodiversity, we are protecting the forest, lowering the temperature of the plots, preserving soil moisture, and ensuring the survival of palm trees in the face of extreme weather events.

Our training programmes facilitate the transition from vulnerable monoculture to diverse, resilient ecosystems.



### REGENERATION THROUGH MANAGEMENT

For Nossa!, protecting the Amazon involves more than just preventing deforestation; it also involves actively managing biodiversity based on scientific principles. To ensure that the açaí we buy comes from sustainably managed areas, 82% of our partner producers conduct a complete forest inventory alongside our teams.

We apply the EMBRAPA methodology, which is based on a precise balance ratio: 16 trees of diverse species for every 25 açaí clumps on a 25m x 25m plot. If the açaí density is too high (monoculture), we replant forest species to enrich the ecosys-tem :

#### Mapping the forest



82%

of our partner producers participate in scientific monitoring

Nossa! partners conducting a full forest inventory with our teams

#### Applying the EMBRAPA balance



16 divers forest trees



25 açaí clumps



25m x 25m PLOT



**Fertile soil:** The production of natural organic matter enriches the soil.



**Increased pollination:** The presence of bees, attracted by the variety of flowers, increases yields.



**Diversified income:** Other species provide additional resources, such as oils, medicinal plants and fibres.

"Fifteen years ago, I learned that only açaí should be left standing. Today, we realise that was a mistake: we need biodiversity for long-term productivity."

**ODAIR BARRA DE SOUZA**

COOPERATIVE MEMBER  
COOPAIJCJ



## THE MAGIC OF POLLINATION in the açaí cycle

Regeneration also depends on the forest's smallest workers. Nossa! has launched a program to breed native stingless bees (*Melipona* species). These bees naturally pollinate the açaí, but intensive farming practices threaten their survival. In 2025, we installed 12 commercial beehives on our growers' plots. The program has two goals:



### BOOSTING YIELDS

Better pollination increases the number of fruits per cluster.



### HEALTH INDICATOR

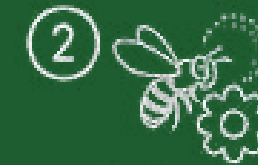
The presence of bees indicates a pesticide-free environment with a variety of flowers.

This project raises awareness among families about protecting pollinating insects, which are essential not only for açaí, but also for local food security as a whole.

### Native pollinator : *Melipona* bees



Native bee habitat



Enhanced pollination



Increased fruit per cluster



Pesticide-free zone

\*100% of managed areas are pesticide-free for ecosystem health.



AGROFORESTRY & FOOD SOVEREIGNTY

Diversifying income and resilience

One of the greatest threats to Amazonian soil is the long-standing practice of slash-and-burn farming to grow subsistence crops, such as cassava. Nossa! supports communities in transitioning to syntropic agriculture, inspired by the work of Ernst Götsch.

We teach farmers how to grow cassava, cocoa and citrus fruits directly within the forest. They use biomass and pruned branches to fertilise the soil naturally, so there is no need to use fire. This approach ensures:



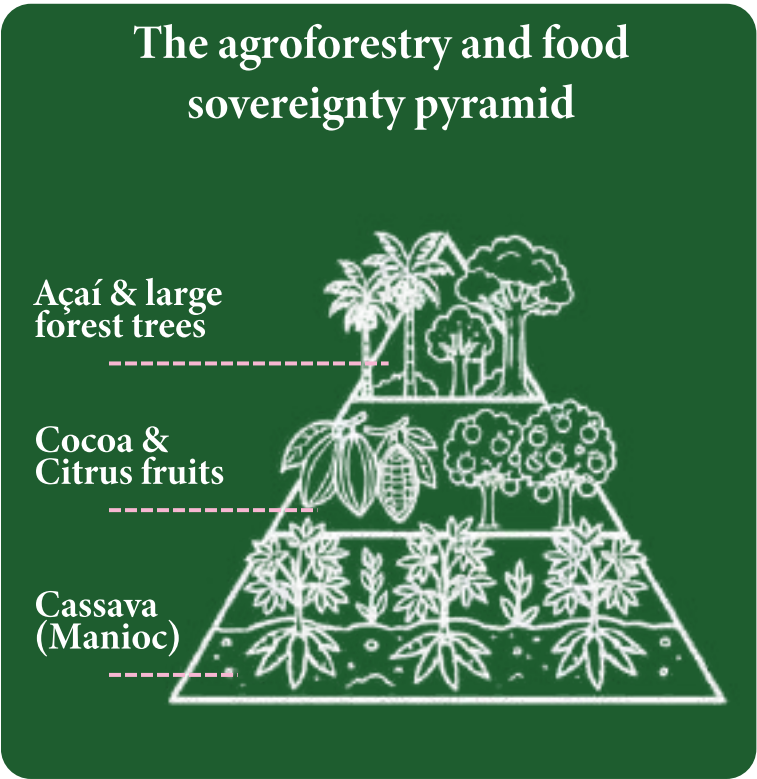
**Food sovereignty:** Families grow their own food all year round.



**Climate resilience:** Covered soil remains cool and moist, even during extreme droughts such as that of 2024.



**Income diversification:** Selling of cocoa or hand-woven textiles supplements the income generated from açai.



Key figures:

|                                                               |                                                                       |
|---------------------------------------------------------------|-----------------------------------------------------------------------|
| 9 days of theoretical and practical training sessions         | Individual technical visits conducted between June and December 2025. |
| Approximately 25 participants from the APREMARMU Association. | Two pilot plots have already been successfully planted.               |

APREMARMU ASSOCIATION



"I have a good, beautiful area to work with agroforestry, combining water and forest. It's an area with potential that can be developed. Participating has already encouraged me, and I hope to have more opportunities to return and learn even more. I want to learn and help, and when the opportunity arises, I would also like this work to be carried out in my area. That's my position. I really enjoyed it, and I'm very interested. I will strive to participate whenever I can."

JOSÉ MARÍA

APREMARMU  
ASSOCIATION MEMBER

COP 30 : AMPLIFYING LOCAL VOICES ON THE GLOBAL STAGE

In November 2025, Belém became the center of the world. Nossa! was there, not only to share its vision of the bioeconomy, but also to ensure that the real guardians of the forest, the producers, were heard.

Our greatest pride during COP30 was sharing our time with the members of our partner cooperatives. By inviting producers from Cametá to speak at the Blue Zone and Green Zone panels, we transformed theoretical discussions into lived experiences. We participated in several strategic conferences to demonstrate that agroforestry is the most effective climate solution for the Amazon!

A quick recap in pictures:



GUSTAVO FROM APREMARMU ASSOCIATION

“(…) For us, the bioeconomy isn’t just a concept, it’s a matter of economic survival. I spoke about our transition to agroforestry: by combining açaí with cocoa, manioc and forest tree species, we lower the temperature of the plot and retain moisture.”

GUSTAVO ESPEDITO CRUZ E CRUZ

APREMARMU ASSOCIATION MEMBER  
AGRONOMY STUDENT AT UFPA IN CAMETÁ



NOSSA! AND APREMARMU ASSOCIATION



NOSSA!



NOSSA! AND GUSTAVO



NOSSA! AND APREMARMU ASSOCIATION



NOSSA! AND ANGELA FROM APREMARMU

ENVIRONMENTAL PERFORMANCE:  
BEYOND CARBON

In 2025, we reached a major milestone in our transparency journey. We conducted a rigorous Life Cycle Assessment (LCA) in accordance with ISO 14040/14044 standards, audited by the independent agency ODDS. This study analyzed 16 environmental indicators, going far beyond carbon to provide a 360-degree view of our impact.

1 kg of açai is  
(in kg CO2e per kg of fruit consumed)\*



\*STUDY CONDUCTED WITH THE ODDS AGENCY AND SUPPORTED BY ADEME.

The Logistics Paradox:  
Debunking the distance myth

Contrary to common perceptions, the environmental footprint of a product is primarily determined by how it is grown rather than how far it travels.



Zero-Impact Agriculture:

Because our açai is wild-harvested without fertilizers, pesticides, or irrigation, the "agricultural stage" of our footprint is virtually zero.



The Carbon Reality: Our açai emits between 0.6 and 0.7 kg CO2 eq/kg. To put this into perspective, this is lower than the footprint of French blueberries (approx. 0.92 kg CO2 eq/kg), despite the transoceanic journey.



Efficiency in Transport: By using maritime freight and optimizing volumes, we ensure that the forest's preservation far outweighs the carbon cost of transport.

When compared to local French fruits (figure 1) or other popular tropical imports (figure 2), our açai stands out as a high-performance environmental leader. Choosing Nossa! means selecting a superfruit that respects the planet's limits, proving that a well-managed transoceanic supply chain can be more sustainable than intensive local agriculture

Figure 1 : Nossa! açai vs. local french fruits (kg CO2e/kg).

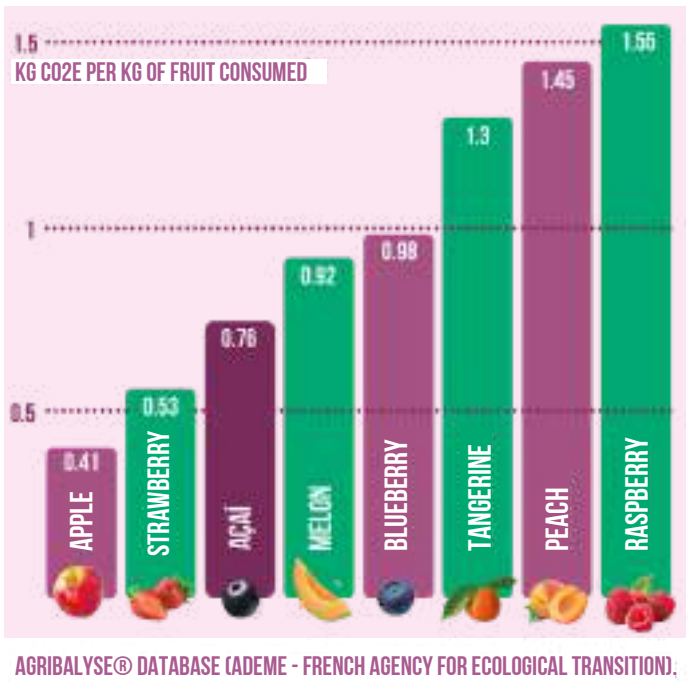
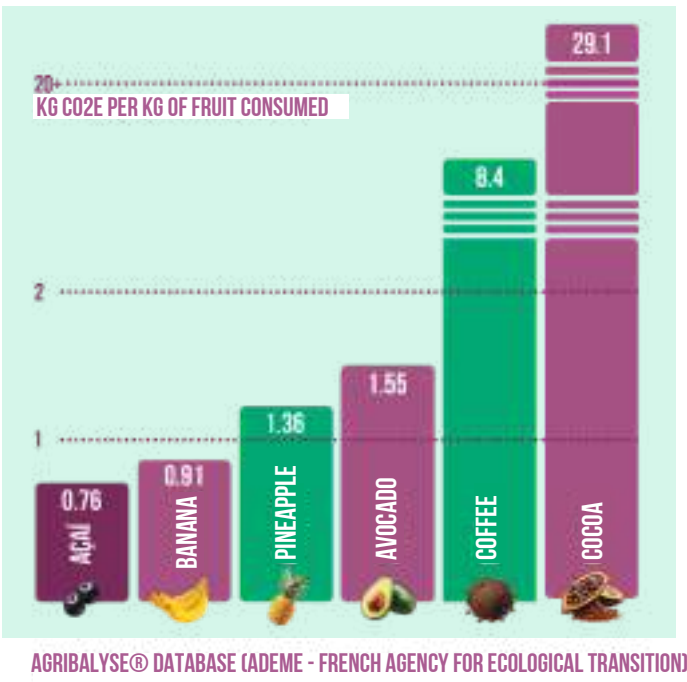


Figure 2 : Nossa! açai vs. tropical products (kg CO2e/kg).



Agroforestry: The ultimate climate shield

The study highlights that the way land is managed in the Amazon is the single most important factor for the planet :



8X LOWER CARBON DEBT

Transitioning from an intensive monoculture to our Diverse Agroforestry System (SAF 4) reduces the "carbon debt" from 4.0 to 0.5 kg CO2 eq/kg.



90% CARBON STORAGE

Our plots maintain 90% of the carbon storage capacity of a primary native forest, acting as a massive, active carbon sink.



# HOW WE PLAN FOR 2030

Evaluating today's actions to shape a better tomorrow.



Nossa!

# OUTLOOK & HORIZON 2030

## TOWARDS SYSTEMIC IMPACT

The year 2026 marks the beginning of a new phase for Nossa!.. Building on our key learnings and the strength of our partnerships, we are scaling up to durably transform the açaí value chain. Our ambition is clear: to make the regeneration of the Amazon the norm, not the exception.

### 2026: REPLICATING AND CONSOLIDATING

Our immediate priority for 2026 is to replicate our support model with new partner cooperatives. By increasing our direct purchase volumes, we guarantee a 100% traceable supply chain, composed of producers who are now true agents of resilience.



**Technical Mastery**  
Scaling up training in sustainable forest management best practices.



**Value Addition**  
Extending Organic Agriculture certification to new groups.



**Climate Resilience**  
Diversifying income streams to protect families against economic and environmental hazards.

### CLIMATE CHANGE: A SOCIAL AND ENVIRONMENTAL IMPERATIVE

Climate disruption is now at the heart of our strategy. It is no longer a distant threat: 98% of our producers already feel its direct effects, from intense droughts to shrinking fruit sizes. Addressing these challenges is not just an ecological necessity; it is a social priority to ensure the survival of traditional communities.



### 2030 TRAJECTORY: OUR ROADMAP

This table, derived from our 2030 vision, details the exponential growth of our impact over the next decade.

|                                                                                                                                     | 2024 | 2025 | 2026 TARGET | 2030 VISION |
|-------------------------------------------------------------------------------------------------------------------------------------|------|------|-------------|-------------|
|  NOSSA TEAM (DIRECT EMPLOYEES)                   | •    | 2    | 5           | 120         |
|  ORGANIC CERTIFIED COOPERATIVES & PARTNERS       | •    | 1    | 3           | 12          |
|  FAMILIES SUPPORTED BY THE PROGRAM               | •    | 51   | 250         | 800         |
|  PEOPLE IMPACTED (GLOBAL SOCIAL IMPACT)         | •    | 255  | 750         | 4,000       |
|  FOREST: HECTARES UNDER SUSTAINABLE MANAGEMENT | •    | 212  | 600         | 4,000       |
|  BIODIVERSITY: BEEHIVES INSTALLED              | •    | 12   | 30          | 200         |



AMBITION ALIGNED WITH UN GLOBAL GOALS

Our trajectory toward 2030 is not just commercial growth; it is a direct contribution to the United Nations Sustainable Development Goals (SDGs). As a key player in the bioeconomy, Nossa! aligns its strategy with critical global challenges:



**SDG 12 - Responsible Consumption and Production:** Through our 100% traceable and organic-certified supply chain model.



**SDG 13 - Climate Action:** By strengthening producer resilience against extreme droughts.



**SDG 15 - Life on Land:** Through sustainable forest management and the reforestation of 5,458 hectares by 2030.



**SDG 17 - Partnerships for the Goals:** Through our strategic collaborations with WWF, SEBRAE and EMBRAPA.



FACTORY FOCUS

The Future Heart of Industrial Impact

Our new processing unit project has reached decisive milestones in 2025. Under the supervision of our Industrial division, the factory is becoming the engine that will allow us to scale while guaranteeing unprecedented operational excellence.

PROGRESS AND CURRENT WORKSTREAMS



ENVIRONMENTAL COMPLIANCE AND LICENSING

In 2025, we got all technical, legal and environmental permits and licences to build our factory. Our goal is to ensure the factory's implementation strictly respects Brazil's environmental, social, and regulatory standards.



GOVERNANCE AND OPERATIONAL EFFICIENCY

We are overseeing infrastructure development and equipment installation. The focus is on optimizing production flows to mitigate operational risks and ensure a safe, sustainable industrial operation.



QUALITY AND TRACEABILITY

Specific work is being conducted to supervise external partners, ensuring that açai pulp production meets our strictest sanitary and socio-environmental standards.



LOCAL INTEGRATION

Following our stakeholders engagement plan, we are organizing specific actions within the factory's neighboring community to strengthen trust and ensure harmonious coexistence.

FACTORY SITE



NEIGHBOURS OF THE FUTURE FACTORY





# THE JOURNEY CONTINUES

AT NOSSA, EVERY AÇAÍ BERRY TELLS A STORY.

At Nossa, our ambition for the coming years is clear: to secure the sustainability of our model while continuing to actively support our partners and local communities.

## OUR KEY PRIORITIES:



**Enhanced technical support:** continue to assist a growing number of cooperatives in improving practices, yields, and fruit quality.



**Tangible social impact:** directly support dozens of families through a fair and sustainable economic model, contributing to the well-being of Amazonian communities.



**Factory and team development:** expand production capacities and strengthen our team with over 40 new employees to meet growing demand while maintaining operational excellence.



**Model sustainability:** consolidate our relationships with cooperatives and develop sustainable practices so that our value chain remains resilient and beneficial in the long term.



**Full traceability management:** ensure comprehensive monitoring of fruits, from harvest by local families to processing, guaranteeing quality, safety, and social responsibility.

# THANK YOU FOR BEING PART OF IT !

Every açai bowl you enjoy  
supports our mission

Healthier people, thriving communities,  
and a better Amazon rainforest!





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# Nossa!

THE SUPERPOWERS OF AÇAÍ